

CARPET CRAFTSMANSHIP



MADE IN THE
UNITED STATES

Mohawk

The Mohawk Carpet Handbook

MOHAWK CARPET MILLS, INC.

AMSTERDAM, N.Y.

STARTER LEGATION CARPETRY MONICA

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THE MOHAWK CARPET HANDBOOK

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Amsterdam, New York

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THE MOHAWK CARPET HANDBOOK

Selling carpet to Mrs. Consumer is a profitable — but at the same time — a challenging business.

That's where this book comes in.

It is designed to help you meet the challenge — and add dollars to your income — by equipping you with pertinent selling facts and information.

The Mohawk Carpet Handbook provides a cap-suled explanation of the fundamental tools with which profitable carpet sales are built.

The Mohawk Carpet Handbook is also aimed as a guide to copywriters, buyers, decorators and salesmen alike.

A black banner with white text that reads "REMEMBER CARPET CUSHION!". The banner is stylized with curled ends, giving it the appearance of a ribbon or a piece of fabric.

THE LADY WANTS STYLE

Today's carpet customer is sure of but one thing for certain! She wants Style!

Style in color . . .

Style in texture . . .

Style in design . . .

Style in her *home*!

Your goal is to find out what particular style in carpet is best suited to her needs — her home — and help her get it.

SELL COLOR

COLOR . . . is of first importance, in most cases. To know which colors will "go together" . . . to help a customer coordinate the color scheme of a room . . . to know the language of color . . . you must learn to recognize instinctively the attributes which differentiate one color from another.

The three things to look for are (1) Hue . . . (2) Value . . . and (3) Chroma.

Hue: is the “colorfulness” of a color . . . the quality that differentiates red from blue . . . blue-green from blue . . . yellow-red from red, etc. All hues are produced by mixture of the three primary colors of (1) Red . . . (2) Yellow . . . and (3) Blue.

Value: that quality which the normal eye perceives in a color designating its position in the light to dark scale. (Whether a basic hue is mixed with white or black helps describe it — or how light or how dark a color is.)

Chroma: is that quality which the normal eye perceives in addition to hue, the purity of the color — how bright or how dull. Chroma is suggested by the words saturation, purity and strength.

For example, an emerald and a green string bean are generally the same basic hue and value, yet the two colors are very different. This difference is chroma.

It is well to remember that colors go well together if they have something in common. They may belong to the same hue or color family . . . they may have the same amount of Chroma, or purity of color . . . or the same degree of darkness.

For example . . .



Here are two different hues—each with the same value and chroma.

The same hue, of close steps in value from light to dark.



Again, the same hue, but with widely separated steps in value from light to dark.



Contrasting hues — but with equal amounts of color intensity or chroma.

Each of these color combinations has something in common . . . ranging from hue, to value or chroma.

COLOR TIPS

The warm colors of red, orange, yellow and their satellites are advancing colors.

The cool colors of violet, blue, green and their families are retreating colors.

In small rooms, it is far better to use the retreating colors to create an illusion of greater size.

Advancing colors used in a large room will give the effect of intimacy and cheerfulness.

A room which receives little outside light, if keyed to colors in the yellow family, will give an impression of warmth and sunlight.

Small rooms, carpeted wall-to-wall in solid colors, will seem larger than if rugs are used.

The use of neutral colors on the floor make an excellent foil for bright, cheerful colors on walls, draperies and upholstery. Included among the neutral colors are grey, beige and nutria.

IMPORTANT: A salesman should warn a customer if there is any likelihood that the color selected is too delicate to stand hard traffic. Remember — in the color scheme of any room, the element that will first lose its sharpness and clarity of design is the carpet, for *only* the carpet is walked upon. As the carpet becomes walked upon, the color is subject to a slight “greying out” period, caused by soil. This is a characteristic of all carpet regardless of make, size or quality.

COLORFUL QUOTES . . .

Here are some spicy words that will season your selling vocabulary.

A color may be rich, vivid, brilliant, gorgeous, glowing, gay, stimulating or warm. Also, it may be inspiring, exhilarating, cheerful, clear, unfading. Sometimes color will be soft, sober, subdued, mellow, softly blended, quiet, restrained, cool, popular, refreshing, or satisfying, or it may be subtle or delicate.

SELL TEXTURE

TEXTURE . . . is a close second to color in the customer's selection of a carpet style for her home.

What is texture?

Academically speaking, it is the arrangement or character of the surface yarns.

Practically speaking, it is such surface effects as are found in twist, carved carpet, embossed, or simulated embossed carpet . . . the high and low looped style, such as Grosvenor . . . or the cut and uncut effects in carpet such as Chevy Chase.

WORD PICTURES

Some words that may help you describe carpet textures are: nubby, pebbly, tightly twisted, frieze, or needlepoint, (for textures such as Grosvenor or Coventry), lusty, vigorous three dimensional (for fabrics with more than one level of pile). Texture can also be shaggy, casual or tweedy.

SELL DESIGN

Design plays an important role in the consumer's selection of carpet for the style of her home. A good definition for design is the creation of a rhythm within a given area. To understand the growth of design, let's break it down into two parts, one of which we will call form, and the other style.

We all know that the various peoples in their beginnings at writing and at drawing took as their inspiration things from their environment — the heavens, the sea, the earth, their own crude weapons and implements, etc. From the developing and the continued use of these drawings came certain established forms, many with a symbolical meaning. For example, the ornament or form which most of us know as the Greek Key is one of these. Scientists have tried to prove the common origin of man through the use of this symbol because it is found in so many civilizations used in so many various ways.

As for Style — at various times, usually due to circumstances, opinions have swung from one

attitude to another and effect of applying a number of these ideas to decoration at a particular time has led to the development of styles or period art, as we know it today. Roughly speaking, there are about three styles which influence present day design. *First:*

Colonial or Provincial. This style echoes the design simplicity of our early Colonial settlers.

The colorings are usually warm, strong and cheerful ranging from medium to rather deep shades. Present day designs influenced by this period are Colonial Blocks, Hooked and Braided Rag rug effects, small Provincial type patterns and some simple Chintz designs.

18TH CENTURY FLORALS

French Florals

Louis XIV decoration is done on a grand scale. There is symmetry to the design — the coloring is clear and masculine.

Louis XV shows the feminine influence and there is a departure from symmetry. The coloring becomes more pastel than that of Louis XIV period.

Louis XVI shows a return to restraint and symmetry, but with the retention of a delicate touch in design and color. This perhaps is the best in French Floral design.

English Florals

The tendency is toward the introduction of fern leaf supports to the floral groupings as contrasted with the scroll forms of the French florals. The Georgian type is stylized in movement, rich in coloring with a definite tendency toward browns. This is the age of Beau Brummel.

Victorian colorings tend to be very rich — the florals elaborate and overdone.

Stemming from these floral influences come our present 18th Century style florals which have been modified for present day living. Floral groupings tend to be small and easy to live with. Colorings range from clear medium tones to sprightly pastels.

Modern

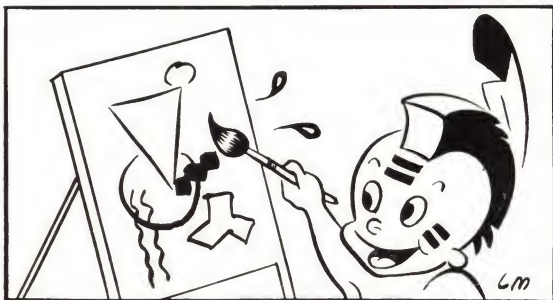
Modern roughly can be separated into two styles. Functional and Romantic. In Functional Modern,

boldness and simplicity are the keynote. Application of design is simple and direct. Present day carpets falling in this category would be plains, moresques, rough textures, tweedy textures, some embossed ornament, sculptured types and the like.

Romantic Modern shows a willingness to trade on traditional forms and in this category we find some of the more intricate carved and sculptured type of patterns, some textures and provocative abstract patterns, leaf and flower derivations.

Patterns intended for the running line are usually designed with the thought of a certain harmonious blending of styles so that the item will not be limited to one particular ensemble or setting.

Certain contract patterns are made as faithful reproductions of period styles in order to suit a specific requirement.



SELL QUALITY

Most carpet salesmen know enough about quality to talk intelligently about it . . . but if a weakness exists, it is in the why's of quality.

Why is one weave better than another?

Why is one grade better than another?

Will a twist outlast an Axminster?

Why does this carpet cost more than that carpet?

Much of the answer lies in your understanding of the basic weaves. Briefly, here are some facts that will help you in answering these questions.

AXMINSTER

The Axminster loom was originated basically for the production of colorful designs, and is virtually unlimited in its scope of color. With skillful color steppings, handsome tone-on-tone and simulated embossed effects are produced. And recently — through combining straight combed yarns with tightly twisted, pulled down yarns — carpets with extremely interesting 3 dimensional textures are being offered in the Mohawk line.

Axminster is woven with a cut pile — and is constructed so that all the yarn is on the face of the carpet. This provides a colorful and textured design at minimum cost.

Usually, Axminster has a standard pitch (or number of tufts per 27" width of carpet) of 189 — therefore, quality will generally vary in two ways. First is number of rows of tufts per inch lengthwise in the carpet. Second is pile height.

IMPORTANT! Mohawk Axminster qualities are reinforced with a heavy rubberized back. This adds strength to the body, seals the tuft bind and prevents the carpet from "creeping" or "bucking" when installed.

IMPORTANT TOO! Mohawk's entire Axminster line is made with a blend of choice wools and long staple, durable carpet rayon, with the exception of Lusteray which is 100% carpet rayon. Each of these qualities is processed with Chex-Soil . . . a patented feature that retards soil. For more information on Chex-Soil, see pages 33 and 34.

Sell the warmth and colorful beauty of Axminster . . . the economy of the weave . . . the exciting styles and textures. Sell the heavy rubberized back that adds strength to the carpet and floor hugging beauty . . . Sell the saving a customer receives with blends . . . the soil resistant qualities of Mohawk's patented Chex-Soil that preserves the colorful beauty of blended or all carpet rayon fabrics.

WILTON . . .

Wilton is the weave famed for its rugged durability . . . its "hidden value." It may have a cut, or uncut pile, and is generally known for its sturdy quality. Just as an old style player piano plucked the desired notes of a tune — the Wilton loom features a jacquard attachment that forms a design by raising desired yarns to the surface, leaving unused layers of yarn in the body of the carpet. This accounts for its "hidden value" . . . and at the same time gives Wilton a wonderfully clear, sharp appearance to the design.

In general, the quality of Wilton can vary in four ways. 1 — Pitch, or number of tufts per 27" width of carpet. 2 — The number of rows of tufts per inch lengthwise. 3 — The height of the pile . . . and 4 . . . the number of frames, or layers of surface strands that run through the body of the carpet.

The greatest advancements in weaving textured carpets have been made on the Wilton loom. Among the most popular of these textured fabrics are Grosvenor, with a high and low loop pile, Meriden with a cut and uncut pile, Coventry with three levels of uncut pile and Chevy Chase with

a deep pile, cameo-carved design and reinforcing low loops.

IMPORTANT! A special Mohawk patent, which cannot be duplicated, produces these textures with no tufts left out.

Sell the durability and value of Wilton's sturdy construction . . . the sharp, clear appearance of its design . . . the excellence of style and the variety of interesting textures . . . the prestige of the exclusive, patented process that gives high and low loops — cut and uncut pile in the same row of tufts.

VELVET

Velvet . . . is an outgrowth of the Wilton loom minus the jacquard attachment. Loomed with the maximum amount of yarn on the surface of the carpet, this weave offers outstanding value at minimum cost. Adding to this economy is the fact that no expense is involved in producing a design, since the velvet loom is used basically for the production of solid color or moresque fabrics.

The quality of this weave will generally vary in three ways.

1. Pitch, or number of tufts per 27" width of carpet.
2. Rows of tufts per inch, lengthwise.
3. Height of pile.

IMPORTANT! In weaving the hard twist or frieze type carpet, Mohawk uses a special all-wool 3 ply Evertwist yarn that maintains its twist throughout long wear and repeated shampooing.

IMPORTANT TOO! Certain Mohawk velvet qualities feature a reinforcing rubberized back that adds strength to the body and seals the tuft bind. This also gives the carpet a floor hugging quality that prevents "creeping" or "buckling" when installed.

Sell the warmth and decorative appeal of Velvet carpet . . . Sell the expansive beauty of solid color . . . Sell the sturdiness and added tuft bind of a reinforced rubberized back . . . Sell the durability and quality of an all-wool, 3 ply Evertwist yarn that withstands long wear and repeated shampooing.

Sell the Value of the Velvet Weave!

MOH-WEAVE (TRENDTEX)

Moh-Weave . . . a patented Mohawk exclusive . . . is the first new weave in a century of carpet making. This weave features a loop pile, which is formed in a twisting motion that gives a random textured, casual effect. This is demonstrated in Trendtex, a Moh-Weave fabric using solid colored yarns.

IMPORTANT! Moh-Weave presents a carpet that is tremendous in value. It is woven on a high speed loom and constructed so that all the yarn is on the face of the carpet. Moh-Weave is sturdy, long wearing and decorative. Its resilient loops conceal footprints . . . eliminate objectionable crushing . . . and do not show the effects of traffic lanes.

IMPORTANT TOO! Moh-Weave is now reinforced with a heavy rubberized back. This adds body to the carpet, seals the tuft bind and gives the carpet a floor hugging quality that prevents "creeping" or "buckling" when installed.

Sell the decorative beauty of Trendtex — the casual effect that is ideal for Traditional or Contemporary furnishings . . . Sell the outstanding value of the weave, the sturdy construction, the high speed economy . . . Sell the wonderful, decorative solid colors that give spacious beauty to rooms . . . Sell the reinforcing rubberized back that adds strength to the body of carpet, seals the tuft bind and makes the carpet hug the floor.

NEEDLELOOM

Needleloom carpets — which are made by needle-punching the surface fibers into a specially prepared back — offer the customer outstanding value in low priced floor coverings. The textured, durable carpet surface, combined with the excellent color range available, mean a maximum value for the economy minded customer.

Excellent selling opportunities for this weave exist among the ever expanding brides market and the strong, new homes market. This weave is also a wise selection for use in guest and bedrooms — where a feeling of warmth and colorful beauty is desired at low cost.

IMPORTANT! Needleloom carpets are ideally suited for the installation where the decorating scheme is subject to frequent change.

Sell the decorative appeal of a wide color range . . . sell the warmth and beauty of a textured surface at amazingly low cost!

TUFTED BROADLOOM

Tufted broadloom . . . a revolutionary development in soft floor coverings . . . is offered under the label of Dixiana Mills, a wholly owned Mohawk subsidiary. This new technique of manufacture features a machine which produces carpet many times faster than the fastest conventional loom. Although principally used for the production of cotton carpets, the tufting machine can produce carpet of any pile fiber . . . cut or uncut . . . and of varying pile heights. Eventually they will turn out other surface effects. Because of their speed of operation, they offer the consumer top value for her carpet dollar.

Sell the colorful beauty of tufted cotton carpet — color that can only be obtained with true white fibers . . . sell the outstanding value of the economical high speed looms . . . sell the decorative beauty of Southland and Plantation . . . the high volume, low cost tufted cotton line.

SELL CARPET CUSHION

Yes! — Always think of cushion as carpet insurance! It is designed specifically for the purpose of protecting the carpet against wear, by absorbing the effect of footsteps and dispersing the shock over a wide area.

Cushion preserves the appearance of carpets — and protects the carpet back against defects in a floor.

It helps insulate rooms and deaden noise.

For a relatively small investment, a customer will double the life of her carpet . . . and keep it looking neater, fresher, lovelier for a longer period of time.

Mohawk Carpet Cushion is characteristically produced in accordance with the highest quality standards. It is made by a leading carpet manufacturer . . . to a carpetman's specifications. It is available in 9 and 12 foot widths.

Mohawk carpet cushion gives all rugs the luxurious feel of deep pile richness . . . and it's moth proof, mildew proof and non-allergenic.

REMEMBER! Carpet cushion pays for itself many times over by the added years of service which a customer gets from her carpet — plus the silent luxury it adds to the home.

REMEMBER TOO! Mohawk Carpet Cushion adds dollars to your commissions — and increases customer satisfaction.

Sell the true economy of a carpet cushion investment . . . the extra years of wear that cushion brings to carpet. Sell the luxurious comfort of cushion — comfort that more than doubles the life of carpet. Sell the protective economy that keeps carpet looking neater, fresher and lovelier for years. Sell the dependable quality of Mohawk carpet cushion — made by a leading carpet manufacturer — to a carpetman's specifications.



SELL IN THE HOME

Ask yourself . . .

How many hours of each day are taken up with actual selling?

How many hours are slow . . . just waiting?

What days of the week are always slow?

How many customers do you allow to walk out of your selling life because they are "just looking" — or want to do a little shopping around?

How much commission would you have gained from selling customers enough carpet for two rooms instead of one room?

How many customers have you never met because they decided to go without carpet for a little while — or to let the present carpet "do"?

How would you like to increase your income?

The provocative and challenging answer to these questions is "In the Home Selling" . . . a method that is rapidly proving to be highly profitable business for more and more carpet retailers. In

all areas — “In the Home Selling” meets with a giant measure of success.

Why?

Selling in the home accelerates business — cuts down shopping — adds profitable yardage to sales.

“In the Home Selling” gives you a psychological advantage with the customer.

You are going to her . . . approaching her and indicating a desire to sell — and people like to be sold.

You know at a glance how large a room is, its exposure, the color scheme and furnishings — the type of carpet she is used to — the price range you should feature.

You have unlimited opportunities to dramatize and demonstrate how carpet will improve the warmth and beauty of the home.

You can determine easily if there are other rooms in the home that should be carpeted.

Selling in the home requires a good prospect list. To develop this list:

Follow up an “in the store” sale after the installation is completed. This lets you know if

there are other rooms that can be carpeted . . . and gives you an appreciation of how carpet looks in different areas of the home. This information will help you in future sales . . . both in and out of the store.

Build a list of customers who are just “looking” . . . or those who decide to “shop around.” Follow up quickly while interest is high — before the cooling off period.

Develop a list of prospects from the announcements of “New Homes” owners and “Brides” that appear in your local newspaper. These prospects are your biggest and best group of potential customers, and will account for extra sales if you take the initiative.

Follow through during your normally slow selling hours or slow days to call on these prospects. Talk to them while they are thinking of buying carpet — and in the place where that carpet will be used . . . the home. A well developed list can change slow selling hours into productive hours . . . unprofitable hours into profitable hours . . . but most important . . . prospects into customers.

SELL CONTRACT

The office building you pass on your way to work — the church, store, theatre, hotel — all are users of contract carpet . . . big users.

How much of this business — additional profit — can you get? One of the best ways in which a retail salesman can add to his income is through contract selling.

Selling carpet is your business . . . and in general, the rules of selling are the same for both commercial and residential user. Both are interested in attractiveness or decorative appeal. Both demand style in color and design. Both desire the warmth and beauty . . . the luxury of carpet. The important difference is that in contract you have to consider carefully the area for which the carpet is intended, and, keeping within the budget limitations of the buyer, recommend the quality that will give the most amount of wear.

Many handsome designs, special colorings and extensive qualities can be found in the Mohawk contract carpet line. However, special qualities and designs will be developed at no extra cost, providing minimum weaving requirements are met.

Such special designs could range from true period pieces that compliment a specific motif or decorative style to personalized, woven-in trade marks or company names.

There are many fabrics in the Mohawk line that are excellent qualities to recommend for hotel bedrooms, small church jobs or funeral parlors. Peerage Anchortuft is an outstanding choice for store, offices, hotel corridors, stairs or reception offices. For heavy duty areas such as lobbies, dining rooms, and similar public spaces, it is best to recommend one of the heavier quality Wilton carpets. And, of course, the perfect companion of carpet—for added customer satisfaction and your profit—the Mohawk Carpet Cushion.

The retail salesmen who have done contract selling will tell you that it is both stimulating and profitable . . . an excellent way to add to your income!

SELLING SLANTS

There are two main aspects to selling. They are:

1. Service
2. Showmanship

When you answer a customers sense of style . . . when you sell her reliable merchandise . . . when you have a good knowledge of stock availability — you are dealing in Service.

When you do these things in a dramatic manner — you are adding to service the vital element of showmanship.

Here are a few examples of showmanship that have “paid-off” for some carpet salesmen.

How many salesmen do you know who approach a customer with “Can I help you, Mam?” . . . or with merely a smile to let her know she has his attention. Compare that approach with this one, used by a top carpet salesman.

“Good Morning Madam. I know you must have a carpet problem or you wouldn’t be here. My name is ‘So and So’ and my job is to help you solve your problem.”

Immediately, and with a few short words, his customers know that here is a person who wants to help . . . and is prepared to give expert attention. He has primed them to talk about their problem — and has inspired their confidence in him.

* * * *

For another evidence of showmanship in business, notice the careful, almost caressing manner in which a jeweler handles a watch — regardless of how shock-proof the watch may be. However, in doing so, he transmits to the customer a sense of extreme value for the product being displayed.

The careful handling of carpet samples can achieve a like reaction for the carpet salesman — especially when he strokes the pile of a carpet gently and invites the customer to do likewise.

* * * *

You can dramatize how carpet adds beauty to other furnishings by first putting together a small ensemble on a bare, or uncarpeted floor . . . a chair, end table and lamp would probably be enough. Then, build the same ensemble on a 4'6" x 6' sample of carpet. This demonstration tells, better than words, the warmth, luxury and colorful beauty of carpet . . . and dramatizes how carpet will enhance the beauty of other furnishings.

CARPET RAYON

Back in mid-year of 1950, an event of historic proportions took place in our industry. The introduction of carpets containing newly improved carpet rayon meant that the carpet industry could offer a brilliantly *new* product. It was a product destined to shape the course of carpet manufacturing and sales. Here was the key to expansion of carpet selling.

How? . . .

- 1** Its enhancement in style . . . crystal clear colors, crisp luster . . . presents a more attractive carpet.
- 2** The economy of blends put quality carpet in a lower price range.
- 3** Blended carpets offer the retailer long range price stability — hence more profitable merchandising.

4 The improved value of blended carpets over former wool qualities. You offer customers a fabric that has more surface coverage, greater appeal in color and design, and with wearing qualities that are equal to or superior to wool counterparts.

In short . . .

Sell Color!

Sell Style!

Sell Economy!

Sell Value!

CHEX-SOIL

Mohawk Chex-Soil is a new patented feature that is applied to all Mohawk blended carpet and carpet made entirely of carpet rayon.

It is designed to:

***RETARD INITIAL SOIL!**

To date, Mohawk has shipped more than 10 million yards of Chex-Soil proofed carpet . . . *not one yard has been returned on claims due to soil!*

CUSTOMER ADVANTAGES . . .

Chex-Soil means you now offer your customers the advantages of higher luster . . . brighter colors . . . the more uniform quality of blended carpet . . . with built-in soil resistance.

IMPORTANT! Chex-Soil *processed* carpets retain original design and color beauty longer. Chex-Soil is a Mohawk patented process . . . another Mohawk first!

MOHAWK CARPET MILLS, INC. REASSERTS
ITS STRONG BELIEF IN THE FUTURE OF
BLENDS AND ITS INTENTION TO CON-
TINUE TO USE THE BEST TYPES OF FIBERS,
WHETHER THEY BE MAN-MADE OR NAT-
URAL . . . BLENDED OR OTHERWISE . . .
IN ORDER TO BRING THE CONSUMERS OF
AMERICA THE VERY FINEST QUALITY
CARPET AT THE LOWEST POSSIBLE PRICE
COMMENSURATE WITH THE HIGHEST
STANDARDS OF QUALITY BY WHICH OUR
NAME AND REPUTATION MUST STAND.

MOHAWK SALES CLINICS

A salesman with a thorough knowledge of the product he is selling — a salesman tutored in the latest selling techniques of the product — is a salesman who sells with confidence.

An excellent place to get this training is at the streamlined 4-day Mohawk Sales Clinic. The new salesman as well as the experienced “old hand” finds Mohawk’s Sales Clinic packed with up-to-the-minute sales facts that help him answer his customer’s questions — help close the sale.

The accent is definitely on sales, hence the salesman comes away armed and enthused with fresh, new and powerful approaches that help him sell more rugs and carpets.

Tours, demonstrations and talks are given by trained specialists — Mohawk’s own master craftsmen — all expert in their fields. And every phase of carpet manufacture is thoroughly covered in an interesting, unforgettable way during the four day course.

Contact your Mohawk Distributor during his next visit to your store. He can give you complete information, including available clinic dates.

ADVERTISING HELPS

Here is a list of advertising literature and sales promotion material that is available to you through your Mohawk Distributor. Check the list for the sales aids you would like and order them from your Mohawk Distributor. He will see that your request is fulfilled promptly.

Available Advertising Promotion Material

Contract Call Record Card.

Four Page Contract Folder (1954 Sweet's File Insert).
Available in limited quantity.

Contract Consumer Mailer.

A — "Great Names in Hotels" (Made from 2-page full color hotel advertisement which appeared in November 1953 issue of "Holiday" magazine).

B — "Great Names in Office Buildings" (Made from 2-page full color office buildings advertisement to appear in January 1954 issue of "Fortune" magazine).

C — "Great Names in Stores" (Made from 2-page full color store advertisement to appear in March 1954 issue of "New Yorker" magazine).

Color Cards (Axminster only: LU, RV, HN, MH). When ordering, specify quantity and pattern or patterns.

"Cutting and Seaming Trendtex" folder.

**Dixiana (Southland-Plantation) full-color Mailing Enclosure titled "Charm Your Home, etc." (3" x 6" folded).

"Estimating and Matching Figured Carpet." (Reprinted from Sales Manual.)

*"Care For Your Carpets" Booklet.

Statement Concerning Kraftcord Yarns.

Woolripple Color Swatch Set (9" x 9").

**Mohawk Chevy Chase Mailing Enclosure. "Exclusive New Carpet Elegance" (3" x 6" folded).

Mohawk Chevy Chase Easel. (Large blowup of room setting with emphasis on six selling points, easled for selling floor, counter or window use — 22" x 17".)

Mohawk Label Decal — Small Size: 5¼" x 3¾".

Large Size: 10½" x 7¾".

Mohawk Spot Announcement Record.

Peerage Anchortuft Manual.

"Pow Wow" Subscription and Change of Address Cards.

Mohawk Rug-O-Graphs.

"Effect of Radiant Heat on Carpet."

Running Line Mat Service — Refer to 1953 Ad-Aid Portfolio (Use handy order cards provided for convenience in ordering mats and glossies).

Ad-Aid Portfolio material. (Portfolio covers: Proof sheets of each grade — LU, RV, HN, MH, RO, MN, CY, TX, SX, LN, GR, CC; and, handy Business Reply order cards. When ordering, specify quantity of covers and order cards — proof sheets by grade.

Fabric Identity Name Cards (9" x 12" printed in Mohawk blue, red and gold — LU, RV, HN, MH, RO, MN, CY, TX, SX, LN, GR, CC). When ordering specify quantity by grade.

Square Yardage Table.

*NOTE: Imprinting charge on "Care For Your Carpets" Booklet — \$5.00 per 1000. (Minimum Charge \$5.00.)

**NOTE: Charge on Dixiana (Southland-Plantation) full-color Mailing Enclosures, and Mohawk Chevy Chase Mailing Enclosures — No Imprint: \$1.00 per 1000. Imprinted: \$2.00 per 1000. (Minimum Charge \$1.00.)

CARPET CHARACTERISTICS

Certain carpet characteristics should be recognized in all carpet . . . recognized and explained to the consumer. For when carpet characteristics are explained properly—and at the time of sale—the customer will enjoy her purchase untroubled by characteristics which might otherwise be considered defects.

Here are the five most common characteristics and how they may be explained.

1. Fluffing or Shedding . . . a condition present in every new soft floor covering. To the uninformed consumer, fluffing often means her carpet is coming apart. Actually, it is nothing more than the unattached short fibers, buried in the face of the carpet during weaving, working their way to the surface. The loss of the "Fuzz" does not harm the carpet or affect its wearability in any way. Fluffing will gradually decrease — and in time will disappear entirely.
2. Missing Tufts . . . do not constitute defective merchandise any more than a missing button from a suit of clothes. Either condition can be corrected quickly and easily. The consumer should be told that occasionally a carpet will

leave the Mill with a few missing tufts in spite of several careful mill inspections. Retufting is simple and when done properly, is impossible to locate.

3. Sprouting . . . occurs when ends of yarn tufts or backing material work to the surface of the carpet. These ends should be clipped level with the pile surface by using scissors. NEVER PULL THEM OUT as it will leave a hole in the carpet, necessitating retufting. Sprouting is common mostly in uncut pile carpet, however, the same procedure should be followed for both cut or uncut pile carpet.
4. Crushing or Shading . . . is often described by a consumer with the remark "The carpet looks as though something has been spilled on it." Actually, a shaded area will appear light from one side, dark from the other — depending upon whether you are facing the ends or the lay of the tufts. Foot traffic and heavy furniture will cause crushing.
Low relative humidity is a common cause of shading.

With cut pile fabrics of more than one pile height, it is a natural condition for the high loops to mat to the level of the low loops in traffic areas. The high loop pile can be temporarily restored to its original position by

professional cleaning. If this condition occurs before professional cleaning is necessary, stroking the affected areas with a soft brush will help restore the pile to its original height.

Crushing and shading is sometimes mistaken for fading. However, there is little likelihood that the carpet has faded, since the fastest dyes known to science are used in carpet manufacturing.

5. Soiling . . . will occur in all rugs or carpets regardless of location or maintenance in the home. Soil will naturally occur first in light colors and in areas of heavy foot traffic; however, original color and beauty can be restored by a professional cleaner.

Discoloration, fading, or a permanent stain caused by mishaps in the home is not legitimate complaint. The best insurance the customer can buy for the elimination of superficial soiling or stains is the "Mohawk Spot Remover Kit." Included in the kit are instructions for the removal of 55 types of spots.

In addition to explaining carpet characteristics to a customer, give her a copy of Mohawk's booklet "Care for Your Carpets." It will avoid needless complaints, preserve customer good will for you and your store and save you time . . . time you can spend in profitable selling.

LUSTERAY

SIZE**PRICE**

27" x 54"	\$
9' x 6'	\$
9' x 7 ⁶	\$
9' x 10 ⁶	\$
9' x 12'	\$
9' x 13 ⁶	\$
9' x 15'	\$
9' x 18'	\$
9' x 21'	\$
12' x 10 ⁶	\$
12' x 12'	\$

LUSTERAY

SIZE**PRICE**

12' x 13 ⁶	\$
12' x 15'	\$
12' x 18'	\$
12' x 21'	\$
15' x 13 ⁶	\$
15' x 15'	\$
15' x 18'	\$
15' x 21'	\$



- ☆ Loomed entirely of lustrous, long staple carpet rayon specially made by Mohawk to highest quality standards.
- ☆ Strong body yarns bind tufts permanently and give added protection against wear.
- ☆ Lusteray has been processed with Chex-Soil — a patented feature that retards soil.
- ☆ Lusteray offers a splendid combination of quality, value and beauty . . . at low cost.

LUSTERAY
9' x 12' rugs only

*LUSTERAY

<i>Pattern</i>	<i>Design</i>	<i>Color</i>	<i>Size</i>
LU 1	Floral	Grey	9' x 12'

Sprightly tones of rose and green are accented by shades of deep brown and black. The effect, on a lustrous grey ground, produces a thoroughly pleasing pattern.

Especially suited to 18th Century style, but also recommended for general use.

LU 2	Floral	Moresque Beige	9' x 12'
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A graceful 18th Century floral design with distinctive and engaging simplicity. Sweetly colored tones of rose, cinnamon and gold are complimented by muted greens to form a gentle contrast to the popular Moresque Beige ground.

LU 3	Scroll	Grey on Grey	9' x 12'
LU 4	Scroll	Grey on Green	9' x 12'
LU 5	Scroll	Grey on Red	9' x 12'

A smartly styled scroll design with excellent rhythmic flow of pattern. Vigorously executed in tones of Grey on Grey, Grey on Green, or Grey on Red, and further enhanced by the natural lustrous beauty of carpet rayon.

Excellent for over-all use.



ROYAL VICTORY

ROYAL VICTORY

SIZE

PRICE

27" x 54"	\$
9' x 6'	\$
9' x 7 ⁶	\$
9' x 10 ⁶	\$
9' x 12'	\$
9' x 13 ⁶	\$
9' x 15'	\$
9' x 18'	\$
9' x 21'	\$
12' x 10 ⁶	\$
12' x 12'	\$

ROYAL VICTORY

ROYAL VICTORY

SIZE

PRICE

12' x 13 ⁶	\$
12' x 15'	\$
12' x 18'	\$
12' x 21'	\$
15' x 13 ⁶	\$
15' x 15'	\$
15' x 18'	\$
15' x 21'	\$



- ☆ Woven from a choice blend of finest imported wools and durable, long staple carpet rayon specially made by Mohawk to precision quality standards.
- ☆ Sturdy rubberized back binds the tufts straight and secure — provides a protective cushion and anchors carpet in place.
- ☆ Royal Victory has been processed with Chex-Soil — a patented feature that retards soil.
- ☆ Excellent value at low cost.

ROYAL VICTORY

Customade Room-size Rugs

Or 27", 9' and 12' Widths

*ROYAL VICTORY

<i>Pattern</i>	<i>Design</i>	<i>Color</i>	<i>Size</i>	<i>App. Repeat</i>
RV 67N	Floral	Beige Ground	27", 9', 12'	36"

A distinctive and engaging simplicity is the keynote of this floral design. A mor-esqued and damasked beige ground gives unusual contrast to the soft floral shades. Effective with 18th Century or Victorian ensembles.

RV 73N	Floral	Grey Ground	27", 9', 12'	36"
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A handsome floral design, chintz in nature, enhanced by shaded grey damask ground. Recommended for general use.

RV 83N	Floral	Woodtones and Greens	27", 9', 12'	36"
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Warm tan and woodtones are combined with handsome green shades and accented in Grey, giving an overall feeling to a boldly designed pattern. Excellent back-ground for Maple, Pine and other wood finishes.

ROYAL VICTORY

<i>Pattern</i>	<i>Design</i>	<i>Color</i>	<i>Size</i>	<i>App. Repeat</i>
RV 84N	18th Century Floral	Light Beige Ground	27", 9', 12'	36"

A highly decorative 18th Century floral emphasizing a wide range of rose shades in floral forms, embellished with green leaves and contrasted boldly against a very light beige ground.

Positive and striking.

RV 85N	Tufted Texture	Beige	27", 9', 12'	18"
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An intriguing texture effect simulating tufts or pompoms of yarn blended into a harmonious palette of popular earth tone colors. Straight combed and recessed yarns provide surface texture.

Excellent for Ranch House settings.

RV 86N	Leaf Texture	Green	27", 9'	36"
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A textured tone-on-tone carpet with an outline leaf motif. Graceful underlying movement of design gives eye-catching appeal. Soft steppings of color in ever-popular Apple Green tones are superbly blended to provide a pleasing coloring in vari-textured yarns.

ROYAL VICTORY

<i>Pattern</i>	<i>Design</i>	<i>Color</i>	<i>Size</i>	<i>App. Repeat</i>
RV 87N	Floral	Grey	27", 9'	36"

A beautifully designed floral featuring colorful bouquets against a grey background enhanced by delicate fern forms. Nubby yarns lend accent and sparkle to a thoroughly pleasing pattern. Recommended for general use but especially suited to 18th Century decoration.

RV 88N	Scroll	Greige on Wine Red	27", 9'	36"
RV 89N	Scroll	Greige on Green	27", 9'	36"

An overall scroll with excellent rhythmic flow of pattern. Simplicity of technique results in the impression of a sturdy, full-bodied carpet. Contrasting ground color, executed in pull-down twist yarn, lends dimension to the overall effect of this carpet.

ROYAL VICTORY

<i>Pattern</i>	<i>Design</i>	<i>Color</i>	<i>Size</i>	<i>App. Repeat</i>
RV 91N	Colonial Block	Vari-colored	27", 9', 12'	13¾"

A provocative small scale block pattern, admirably suited to Colonial American, Provincial, and Ranch House interiors.

Nubby yarns are used to provide accent in color and texture.

Perfect for small rooms using Pine, Birch, and Maple wood furniture.

RV 92N	Tweed Texture	Beige Effect	27", 9', 12'	18"
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A shaggy durable tweed effect, perfect for the casual trend in present day interiors. Nubby, straight, and pull-down yarns provide interesting texture never before achieved in this quality. Random stripings of Moresque Tangerine and Avacado add color and sparkle. An up-to-date carpet in every respect.

ROYAL VICTORY

<i>Pattern</i>	<i>Design</i>	<i>Color</i>	<i>Size</i>	<i>App. Repeat</i>
RV 93N	Leaf	Red Leaf on Grey Ground	27", 9'	36"
RV 94N	Leaf	Green Leaf on Grey Ground	27", 9'	36"
RV 95N	Leaf	Cocoa Leaf on Beige Ground	27", 9'	36"

A boldly drawn leaf design vibrant with intense and exciting color. A very colorful pattern to brighten any room, and give cheerfulness to any setting.

"PICARDY" GROUP

RV 75N	Embossed Leaf Cluster	Self-tone Grey	27", 9', 12'	18"
RV 76N	Embossed Leaf Cluster	Self-tone Green	27", 9', 12'	18"

Handsome straight combed yarns in a leaf cluster arrangement are profiled against a background of richly colored frieze yarns. An overall effect of three dimensional realism provides stimulating decorative possibilities.

Excellent for overall use.



HAMPDEN

SIZE

PRICE

27" x 54"	\$
9' x 6'	\$
9' x 7 ⁶	\$
9' x 10 ⁶	\$
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9' x 13 ⁶	\$
9' x 15'	\$
9' x 18'	\$
9' x 21'	\$
12' x 10 ⁶	\$
12' x 12'	\$

HAMPDEN

HAMPDEN

SIZE

PRICE

12' x 13 ⁶	\$
12' x 15'	\$
12' x 18'	\$
12' x 21'	\$
15' x 13 ⁶	\$
15' x 15'	\$
15' x 18'	\$
15' x 21'	\$

HAMPDEN



- ☆ Finest imported wools expertly blended with durable, long staple carpet rayon specially made by Mohawk to precision standards.
- ☆ Strong back construction assures long wear.
- ☆ Thick rubberized coating grips tufts permanently, and anchors the carpet in place.
- ☆ This carpet has been processed with Chex-Soil, a patented feature that retards soil.
- ☆ Quality-loomed carpet at amazingly low cost.

HAMPDEN

Customade Room-size Rugs
Or 27", 9' and 12' Widths

*HAMPDEN

<i>Pattern</i>	<i>Design</i>	<i>Color</i>	<i>Size</i>	<i>App. Repeat</i>
HN 2N	18th Century Floral and Leaf	Grey	27", 9', 12'	36"

The captivating grace of floral design and color is shown to great advantage. The grey ground, self-tone grey leaves and contrasting green leaves play a counter point role complimenting the floral motif.

Excellent for 18th Century decoration.

HN 21N	Leaves and Flowers	Grey	27", 9', 12'	36"
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A highly decorative pattern featuring clusters of Grey and Green leaves and coral flowers on a grey damasked ground. The damasked effect is achieved by special nubby yarns which also highlight the leaves and flowers.

Modern and Contemporary in feeling.

HN 22N	Floral	Beige Ground	27", 9', 12'	36"
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A damask leaf effect, achieved by using self-tone nubby yarns against a slightly darker ground in Beige. This pattern has

HAMPDEN

(HN 22N Cont.)

a third dimensional effect, handsomely set off by floral clusters on contrasting tones.

Modern or Traditional.

<i>Pattern</i>	<i>Design</i>	<i>Color</i>	<i>Size</i>	<i>App. Repeat</i>
HN 26N	Colonial Block	Woodtones	27", 9', 12'	9"

This Colonial design in alternating squares of light and dark color, features warm woodtone colors accented by bright cheerful floral shades. The use of a tightly twisted accent yarn gives further sparkle to this attractive pattern.

Ideal for Ranch House and Colonial decor.

HN 28N	Texture	Green	27", 9', 12'	1"
HN 29N	Texture	Beige	27", 9', 12'	1"

An all-purpose pattern for modern living. Predominance of texture, plus simplicity of design makes this item a perfect foil for the brick, stone, metals and synthetics which keynote the later day interiors. Dimension is achieved through use of

HAMPDEN

(HN 28N, HN 29N Cont.)

straight combed and pulled-down yarns. It can be used with high color, unpatterned fabrics, or blended with pattern fabrics. This carpet provides economy, simplicity and ease of decoration.

Excellent in Modern, Ranch House, Early American and many other settings.

<i>Pattern</i>	<i>Design</i>	<i>Color</i>	<i>Size</i>	<i>App. Repeat</i>
HN 31	Multi-colored Leaf	Beige	27", 9', 12'	36"

An up-to-date multi-colored leaf design with dramatic "3 D" effect. Smartly colored to harmonize with newest shades in drapery fabrics — Kings Yellow, Mint Green, Soft Turquoise, Avacado, Pumpkin and Browns. The steppings are soft and blended to give an overall feeling of lush coloration.

All purpose decoration.

HN 32N	Embossed Leaf and Flower	Grey	27", 9', 12'	16"
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A well covered, relatively small scale design woven with straight combed and pulled-down yarns. A neat, practical pattern in pleasing shades of grey, still the leading color in home decorating.

HAMPDEN

<i>Pattern</i>	<i>Design</i>	<i>Color</i>	<i>Size</i>	<i>App. Repeat</i>
HN 33N	Hollyhock Floral	Grey	27", 9', 12'	36"

An outstanding floral design with hollyhock flowers beautifully dramatized against a light ground. The recessed background yarns provide the dimensional effect so popular today. Recommended for general use and especially attractive in 18th Century settings.

HN 34N	Scroll Leaf	Beige on Beige	27", 9', 12'	36"
HN 35N	Scroll Leaf	Green on Green	27", 9', 12'	36"

A two level scroll leaf design with an easy grace and rhythm. Delicately conceived steppings result in a sweet blush of color characteristic of higher priced fabrics. The stylized flow of pattern and the unusually harmonious coloring permits use in many type settings, ranging from Traditional to present day decorating.

HAMPDEN

“ROMANY” GROUP

<i>Pattern</i>	<i>Design</i>	<i>Color</i>	<i>Size</i>	<i>App. Repeat</i>
HN 4N	Embossed Leaf	Tone-on-Tone Grey	27", 9', 12'	36"
HN 8N	Embossed Leaf	Tone-on-Tone Green	27", 9', 12'	36"
HN 9N	Embossed Leaf	Tone-on-Tone Beige	27", 9', 12'	36"
HN 13N	Embossed Leaf	Tone-on-Tone Rose Cinnamon	27", 9', 12'	36"

An exceptionally graceful and flowing leaf design highlighted in straight combed yarns against a ground of twisted yarn.

Well suited for overall use.



MARLBOROUGH

SIZE

PRICE

27" x 54"	\$
9' x 6'	\$
9' x 7 ⁶	\$
9' x 10 ⁶	\$
9' x 12'	\$
9' x 13 ⁶	\$
9' x 15'	\$
9' x 18'	\$
9' x 21'	\$
12' x 10 ⁶	\$
12' x 12'	\$

MARLBOROUGH

MARLBOROUGH

SIZE

PRICE

12' x 13 ⁶	\$
12' x 15'	\$
12' x 18'	\$
12' x 21'	\$
15' x 13 ⁶	\$
15' x 15'	\$
15' x 18'	\$
15' x 21'	\$

MARLBOROUGH



- ☆ A luxurious, high pile carpet, woven from a blend of the world's finest wools and durable, long staple carpet rayon, specially made by Mohawk to precision quality standards.
- ☆ Tightly woven rubberized back anchors tufts straight and firm and provides protective cushion for long wear.
- ☆ This carpet has been processed with Chex-Soil . . . a patented feature that retards soil.

MARLBOROUGH

Customade Room-size Rugs
Or 27", 9' and 12' Widths

MARLBOROUGH

<i>Pattern</i>	<i>Design</i>	<i>Color</i>	<i>Size</i>	<i>App. Repeat</i>
MH 1N	18th Century Floral	Grey Ground	27", 9', 12'	36"

Crisp pastel floral shades on a warm, light grey ground. A classic example of 18th Century design and coloring.

Particularly handsome with Period furniture.

MH 9N	"3 D" Floral	Green Ground	27", 9', 12'	36"
MH 10N	"3 D" Floral	Grey Ground	27", 9', 12'	36"
MH 11N	"3 D" Floral	Beige Ground	27", 9', 12'	36"

A new use of textured background yarn gives this 18th Century Floral pattern a striking third dimension. The floral groupings obtain a sculptured effect with this technique. The textured ground, carried out in muted shades, gives added accent to the pastel floral top shades.

MH 14N	18th Century Floral	Beige Ground	27", 9', 12'	36"
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A classic example of 18th Century design and coloring enhanced with the new, dramatic "3 D" look. The coloring is

MARLBOROUGH

(MH 14N Cont.)

reminiscent of the Aubussons and Savonneries, and is especially appropriate for the more formal settings—the French styles and the richer Georgian furnishings. It gives an atmosphere of richness to any room and lends flattering elegance to the design of beautiful furnishings.

<i>Pattern</i>	<i>Design</i>	<i>Color</i>	<i>Size</i>	<i>App. Repeat</i>
MH 15N	19th Century Floral	Black Ground	27", 9', 12'	36"

An outstanding floral pattern which recalls the luxury of the 19th Century interiors. Skillful coloring of flowers and leaves gives dramatic realism. Recessed black background forms an excellent foil for the coloring and lends the final perfect touch.

Suitable to Regency, Georgian, Victorian, French Styles and various other decorating periods.

MARLBOROUGH

"DEL PRADO" GROUP

<i>Pattern</i>	<i>Design</i>	<i>Color</i>	<i>Size</i>	<i>App. Repeat</i>
MH 2N	Embossed Leaf Scroll	Grey Self Tone	27", 9', 12'	18"
MH 3N	Embossed Leaf Scroll	Green Self Tone	27", 9', 12'	18"
MH 4N	Embossed Leaf Scroll	Beige Self Tone	27", 9', 12'	18"
MH 5N	Embossed Leaf Scroll	Rose Cinnamon Self Tone	27", 9', 12'	18"

Stimulating self-tone leaf design colored in soft steppings of Grey, Green, Beige or Rose Cinnamon. Satiny, straight combed yarns highlight the leaf effect against a nubby twist background, and give a feeling of third dimension. *Excellent* for both modern and period setting.



STARTEX (EVERTWIST)

SIZE

PRICE

27" x 54"	\$
9' x 6'	\$
9' x 7 ⁶	\$
9' x 10 ⁶	\$
9' x 12'	\$
9' x 13 ⁶	\$
9' x 15'	\$
9' x 18'	\$
9' x 21'	\$
12' x 10 ⁶	\$
12' x 12'	\$

STARTEX
(EVERTWIST)

STARTEX (EVERTWIST)

SIZE

PRICE

12' x 13 ⁶	\$
12' x 15'	\$
12' x 18'	\$
12' x 21'	\$
15' x 13 ⁶	\$
15' x 15'	\$
15' x 18'	\$
15' x 21'	\$

STARTEX
(EVERTWIST)



- ☆ Woven with Mohawk's famous Evertwist yarns that retain their twist after repeated cleanings.
- ☆ Deep durable pile is woven of heavy 3-ply yarn spun from the finest imported virgin wools.
- ☆ Closely woven back locks in tufts . . . provides extra cushion and long wear.
- ☆ Luxurious, decorative and durable, Startex is one of the most outstanding carpet values on the market.

STARTEX

Customade Room-size Rugs
Or 27", 9', 12' and 15' Widths

*STARTEX EVERTWIST

<i>Pattern</i>	<i>Color</i>	<i>Size</i>
SX 26	Dusty Rose	27", 9', 12', 15'
SX 27	Apple Green	27", 9', 12', 15'
SX 28	Platinum Grey	27", 9', 12', 15'
SX 29	Champagne Beige	27", 9', 12', 15'
SX 30	Foam Green	27", 9', 12', 15'
SX 33	Hunter Green	27", 9', 12'
SX 34	Royal Red	27", 9', 12'
SX 35	Dove Grey	27", 9', 12'
SX 37	Nutria	27", 9', 12'
SX 38	Palmetto Green	27", 9', 12', 15'
SX 39	Sand Beige	27", 9', 12', 15'
SX 41	Fresco Grey	27", 9', 12', 15'

A smart, textured twist carpet woven with Mohawk's famous 3 ply evertwist yarns that retain their twist after repeated cleanings. It offers an excellent base for all types of decorating, Modern or Period . . . and provides a wide, unbroken expanse of color that helps "tie-together" the walls, furniture and draperies.



LEGATION (EVERTWIST)

SIZE

PRICE

27" x 54"	\$
9' x 6'	\$
9' x 7 ⁶	\$
9' x 10 ⁶	\$
9' x 12'	\$
9' x 13 ⁶	\$
9' x 15'	\$
9' x 18'	\$
9' x 21'	\$
12' x 10 ⁶	\$
12' x 12'	\$

LEGATION
(EVERTWIST)

LEGATION (EVERTWIST)

SIZE

PRICE

12' x 13 ⁶	\$
12' x 15'	\$
12' x 18'	\$
12' x 21'	\$
15' x 13 ⁶	\$
15' x 15'	\$
15' x 18'	\$
15' x 21'	\$

LEGATION
(EVERTWIST)



- ☆ A nubby textured freize carpet woven with Mohawk's exclusive 3-ply Evertwist yarns that permanently hold their twist.
- ☆ Thick, resilient and long wearing surface is woven from the finest imported wools.
- ☆ Heavy rubberized back permanently locks in tufts and anchors carpet in place.
- ☆ A top quality carpet expertly woven for years of service.

LEGATION

Loomed in Widths of
27", 9', 12' and 15'

*LEGATION EVERTWIST

<i>Pattern</i>	<i>Color</i>	<i>Size</i>
LN 26	Dusty Rose	27", 9', 12', 15'
LN 27	Apple Green	27", 9', 12', 15'
LN 28	Platinum Grey	27", 9', 12', 15'
LN 29	Champagne Beige	27", 9', 12', 15'
LN 30	Foam Green	27", 9', 12', 15'
LN 31	Gold	27", 9', 12', 15'
LN 32	Spice Brown	27", 9', 12', 15'
LN 33	Hunter Green	27", 9', 12', 15'
LN 34	Royal Red	27", 9', 12', 15'
LN 35	Dove Grey	27", 9', 12', 15'
LN 37	Nutria	27", 9', 12', 15'
LN 38	Palmetto Green	27", 9', 12', 15'
LN 39	Sand Beige	27", 9', 12', 15'
LN 40	Empire Blue	27", 9', 12', 15'
LN 41	Fresco Grey	27", 9', 12', 15'

A decorative frieze carpet woven with Mohawk's exclusive 3 ply Evertwist yarns that permanently hold their twist. It provides a sweeping expanse of rich, clear color that makes rooms appear larger. An excellent foundation to enhance the beauty of all furniture styles.



COVENTRY

SIZE

PRICE

27" x 54"	\$
9' x 6'	\$
9' x 7 ⁶	\$
9' x 10 ⁶	\$
9' x 12'	\$
9' x 13 ⁶	\$
9' x 15'	\$
9' x 18'	\$
9' x 21'	\$
12' x 10 ⁶	\$
12' x 12'	\$

COVENTRY

SIZE

PRICE

12' x 13 ⁶	\$
12' x 15'	\$
12' x 18'	\$
12' x 21'	\$
15' x 13 ⁶	\$
15' x 15'	\$
15' x 18'	\$
15' x 21'	\$



- ☆ A patented Mohawk Wilton carpet loomed from a choice blend of finest imported wools and long staple carpet rayon, specially made by Mohawk to precision quality standards.
- ☆ Long wearing, resilient surface features interesting dimension and texture with no tufts left out.
- ☆ Looped pile conceals footprints . . . reduces fluffing.
- ☆ Tufts are firmly anchored to closely woven Wilton back.
- ☆ Coventry has been treated with Chex-Soil, a patented feature that retards soil.

COVENTRY

Loomed in Widths of
27", 9', 12'

*COVENTRY

<i>Pattern</i>	<i>Design</i>	<i>Color</i>	<i>Size</i>	<i>App. Repeat</i>
CY 11	Scroll	Pearl Grey	27", 9', 12', 15'	27"
CY 12	Scroll	Apple Green	27", 9', 12', 15'	27"
CY 13	Scroll	Beige	27", 9', 12', 15'	27"
CY 14	Scroll	Old Rose	27", 9', 12', 15'	27"
CY 15	Scroll	Cocoa	27", 9', 12', 15'	27"
CY 16	Scroll	Forest Green	27", 9', 12', 15'	27"
CY 18	Scroll	Nutria	27", 9', 12', 15'	27"

A modern scroll design in solid coloring.
Boldly executed in high and low looped
pile to create a three dimensional texture.



MERIDEN

SIZE

PRICE

27" x 54"	\$
9' x 6'	\$
9' x 7 ⁶	\$
9' x 10 ⁶	\$
9' x 12'	\$
9' x 13 ⁶	\$
9' x 15'	\$
9' x 18'	\$
9' x 21'	\$
12' x 10 ⁶	\$
12' x 12'	\$

MERIDEN

SIZE

PRICE

12' x 13 ⁶	\$
12' x 15'	\$
12' x 18'	\$
12' x 21'	\$
15' x 13 ⁶	\$
15' x 15'	\$
15' x 18'	\$
15' x 21'	\$



- ☆ A patented Mohawk Wilton carpet loomed from a choice blend of finest imported wools and long staple carpet rayon specially made by Mohawk to precision quality standards.
- ☆ Long wearing, resilient surface features interesting dimension and texture with no tufts left out.
- ☆ Thick, resilient cut and uncut pile conceals footprints.
- ☆ Sturdy Wilton construction anchors tufts straight and firm.
- ☆ This carpet has been treated with Chex-Soil, a patented feature that retards soil.

MERIDEN

Loomed in Widths of
27", 9', 12' and 15'

*MERIDEN (Textured Wilton)

<i>Pattern</i>	<i>Design</i>	<i>Color</i>	<i>Size</i>	<i>App. Repeat</i>
MN 5	Embossed Leaf	Apple Green	27", 9', 12', 15'	38 $\frac{2}{5}$ "
MN 6	Embossed Leaf	Beige	27", 9', 12', 15'	38 $\frac{2}{5}$ "
MN 7	Embossed Leaf	Pearl Grey	27", 9', 12', 15'	38 $\frac{2}{5}$ "
MN 8	Embossed Leaf	Old Rose	27", 9', 12', 15'	38 $\frac{2}{5}$ "
MN 9	Embossed Leaf	Cocoa	27", 9', 12', 15'	38 $\frac{2}{5}$ "
MN 10	Embossed Leaf	Forest Green	27", 9', 12', 15'	38 $\frac{2}{5}$ "

An embossed leaf motif with a definite contemporary air, yet tempered with traditional grace and beauty. The embossed cut pile of the figure takes on additional emphasis through contrast with a looped pile ground.



GROSVENOR

SIZE **PRICE**

27" x 54"	\$
9' x 6'	\$
9' x 7 ⁶	\$
9' x 10 ⁶	\$
9' x 12'	\$
9' x 13 ⁶	\$
9' x 15'	\$
9' x 18'	\$
9' x 21'	\$
12' x 10 ⁶	\$
12' x 12'	\$

GROSVENOR

SIZE **PRICE**

12' x 13 ⁶	\$
12' x 15'	\$
12' x 18'	\$
12' x 21'	\$
15' x 13 ⁶	\$
15' x 15'	\$
15' x 18'	\$
15' x 21'	\$



- ☆ A durable Wilton carpet in a patented Mohawk weave that creates a pleasing overall needlepoint effect with no tufts left out.
- ☆ Functional loop pile gives long wearing resiliency, eliminates fluffing and conceals footprints.
- ☆ Sturdy 100% virgin wool yarn is permanently locked to tightly woven back.
- ☆ Hidden yarns give the carpet extra body and protective cushion that assures lasting beauty and long wear.

GROSVENOR

Loomed in Widths of
27", 9', 12' and 15'

*GROSVENOR (Textured Wilton)

<i>Pattern</i>	<i>Design</i>	<i>Color</i>	<i>Size</i>	<i>App. Repeat</i>
GR 6	Wave	Rose	27", 9', 12', 15'	18 $\frac{2}{3}$ "
GR 16	Wave	Fern Green	27", 9', 12', 15'	18 $\frac{2}{3}$ "
GR 19	Wave	Dove Grey	27", 9', 12', 15'	18 $\frac{2}{3}$ "
GR 31	Wave	Nutria	27", 9', 12', 15'	18 $\frac{2}{3}$ "
GR 32	Wave	Cocoa	27", 9', 12'	18 $\frac{2}{3}$ "
GR 33	Wave	Palmetto Green	27", 9', 12', 15'	18 $\frac{2}{3}$ "
GR 34	Wave	Pearl Beige	27", 9', 12', 15'	18 $\frac{2}{3}$ "
GR 35	Wave	Shell White	27", 9', 12'	18 $\frac{2}{3}$ "
GR 36	Wave	Spruce Green	27", 9', 12', 15'	18 $\frac{2}{3}$ "

A free flowing wave design skillfully accented with Mohawk's exclusive high and low loop texture. Delicate use of tone-on-tone colors highlight the depth of dimension. Excellent for either Traditional or Contemporary decorating.



MOHAWK CHEVY CHASE

MOHAWK
CHEVY CHASE

SIZE

PRICE

27" x 54"	\$
9' x 6'	\$
9' x 7 ⁶	\$
9' x 10 ⁶	\$
9' x 12'	\$
9' x 13 ⁶	\$
9' x 15'	\$
9' x 18'	\$
9' x 21'	\$
12' x 10 ⁶	\$
12' x 12'	\$

MOHAWK CHEVY CHASE

SIZE **PRICE**

12' x 13 ⁶	\$
12' x 15'	\$
12' x 18'	\$
12' x 21'	\$
15' x 13 ⁶	\$
15' x 15'	\$
15' x 18'	\$
15' x 21'	\$



- ☆ A luxurious, deep pile Wilton carpet of all-wool, 3-ply yarn . . . outstanding in 3 dimensional beauty and value.
- ☆ The exclusive Mohawk technique produces a deep-carved cameo effect with no tufts left out.
- ☆ Low loops reinforce . . . add resiliency and prevent objectionable crushing.
- ☆ Heavily constructed back locks in tufts permanently.
- ☆ Top quality assures lasting beauty, luxury and long wear.

MOHAWK CHEVY CHASE

Loomed in Widths of
27", 9', 12' and 15'

*CHEVY CHASE (Embossed Wilton)

<i>Pattern</i>	<i>Design</i>	<i>Color</i>	<i>Size</i>	<i>App. Repeat</i>
CC 1	Cameo Carved	Green	27", 9', 12', 15'	30½"
CC 2	Cameo Carved	Beige	27", 9', 12', 15'	30½"
CC 3	Cameo Carved	Rose Quartz	27", 9', 12', 15'	30½"
CC 4	Cameo Carved	Silver Grey	27", 9', 12', 15'	30½"
CC 5	Cameo Carved	Meadow Green	27", 9', 12', 15'	30½"
CC 6	Cameo Carved	Nutria	27", 9', 12', 15'	30½"
CC 7	Cameo Carved	Cocoa	27", 9', 12', 15'	30½"
CC 8	Cameo Carved	Parchment	27", 9', 12', 15'	30½"

A smart new quality, featuring a lush pile, satiny-cut surface. Cameo-carved beauty is profiled against a resilient setting of lower lever, tightly looped yarn. A rich and dramatic foundation, designed to enhance the beauty of either Modern or Period decorating.



ARROYO

SIZE

PRICE

27" x 54"	\$
9' x 6'	\$
9' x 7 ⁶	\$
9' x 10 ⁶	\$
9' x 12'	\$
9' x 13 ⁶	\$
9' x 15'	\$
9' x 18'	\$
9' x 21'	\$
12' x 10 ⁶	\$
12' x 12'	\$

ARROYO

ARROYO

SIZE **PRICE**

12' x 13 ⁶	\$
12' x 15'	\$
12' x 18'	\$
12' x 21'	\$
15' x 13 ⁶	\$
15' x 15'	\$
15' x 18'	\$
15' x 21'	\$



- ☆ A random high and low loop carpet that conceals footprints — makes rooms look larger.
- ☆ Thick, resilient and long wearing surface is woven of the finest imported wools expertly blended with durable long staple carpet rayon specially made by Mohawk to high precision standards.
- ☆ Tightly woven body and heavy rubberized back adds strength, permanently locks-in tufts and anchors carpet in place.
- ☆ This carpet has been treated with Chex-Soil, a patented feature that retards soil.

ARROYO

Loomed in Widths of
27", 9', 12' and 15'

*ARROYO

<i>Pattern</i>	<i>Design</i>	<i>Color</i>	<i>Size</i>
RO 1	High and Low Looped Texture	Pearl Grey	27", 9', 12', 15'
RO 2	High and Low Looped Texture	Apple Green	27", 9', 12', 15'
RO 3	High and Low Looped Texture	Beige	27", 9', 12', 15'
RO 4	High and Low Looped Texture	Old Rose	27", 9', 12', 15'
RO 5	High and Low Looped Texture	Cocoa	27", 9', 12', 15'
RO 6	High and Low Looped Texture	Forest Green	27", 9', 12', 15'
RO 8	High and Low Looped Texture	Nutria	27", 9', 12', 15'

A high and low looped-pile fabric in an overall textured design. The textured characteristic of this weave is executed in solid colorings, thus imparting a new fashion note to plain carpet.



TRENDTEX

SIZE

PRICE

27" x 54"	\$
9' x 6'	\$
9' x 7 ⁶	\$
9' x 10 ⁶	\$
9' x 12'	\$
9' x 13 ⁶	\$
9' x 15'	\$
9' x 18'	\$
9' x 21'	\$
12' x 10 ⁶	\$
12' x 12'	\$

TRENDTEX

TRENDTEX

SIZE

PRICE

12' x 13 ⁶	\$
12' x 15'	\$
12' x 18'	\$
12' x 21'	\$
15' x 13 ⁶	\$
15' x 15'	\$
15' x 18'	\$
15' x 21'	\$

TRENDTEX



- ☆ Trendtex . . . the first new weave in a century . . . offers exceptionally high quality at remarkably low cost.
- ☆ The random loop texture creates spaciousness and beauty for traditional or modern decor.
- ☆ Dense pile made entirely of choice imported wools.
- ☆ Resilient loop pile assures long wear — reduces fluffing . . . eliminates traffic lanes and objectionable pile crushing.
- ☆ Tight, sturdy back is rubberized to secure tufts permanently and anchor carpet in place.

TRENDTEX

Customade Room-size Rugs
Or 27", 9', 12' and 15' Widths

*TRENDTEX

<i>Pattern</i>	<i>Color</i>	<i>Size</i>
TX 26	Green	27", 9', 12', 15'
TX 30	Beige	27", 9', 12', 15'
TX 38	Red	27", 9', 12', 15'
TX 39	Hunter Green	27", 9', 12', 15'
TX 40	Nutria	27", 9', 12', 15'
TX 41	Cocoa	27", 9', 12', 15'
TX 42	Gold	27", 9', 12', 15'
TX 43	Tapestry Blue	27", 9', 12', 15'
TX 44	Celadon Green	27", 9', 12', 15'
TX 46	Rose	27", 9', 12', 15'
TX 47	Grey	27", 9', 12', 15'

A patented new weave made only by Mohawk. A loop pile fabric with a unique "Random Texture" surface. Perfectly suited to today's trends in color and texture.



SOUTHLAND

SIZE

PRICE

27" x 54"	\$
9' x 6'	\$
9' x 7 ⁶	\$
9' x 10 ⁶	\$
9' x 12'	\$
9' x 13 ⁶	\$
9' x 15'	\$
9' x 18'	\$
9' x 21'	\$
12' x 10 ⁶	\$
12' x 12'	\$

SOUTHLAND

SOUTHLAND

SIZE **PRICE**

12' x 13 ⁶	\$
12' x 15'	\$
12' x 18'	\$
12' x 21'	\$
15' x 13 ⁶	\$
15' x 15'	\$
15' x 18'	\$
15' x 21'	\$



SOUTHLAND

- ☆ A deep pile carpet enhanced in beauty by the brilliance of crisp, clear color.
- ☆ Surface is constructed of heavy 6-ply yarn, spun from choice long staple cotton.
- ☆ Luxurious and long wearing, Southland offers outstanding economy and value at remarkably low price.
- ☆ Sturdy all-cotton back is skillfully coated with heavy rubber latex that:
 - Locks in tufts
 - Eliminates skidding and buckling
 - Permits easy cleaning

SOUTHLAND

Customade Room-size Rugs
Or 9' and 12' Widths

*SOUTHLAND (Tufted Cotton)

<i>Pattern</i>	<i>Color</i>	<i>Size</i>
SO 1	Sky Grey	9', 12'
SO 2	Stone Grey	9', 12'
SO 3	Foam Green	9', 12'
SO 4	Jade Green	9', 12'
SO 5	Hunter Green	9', 12'
SO 6	Pastel Beige	9', 12'
SO 7	Wheat Tan	9', 12'
SO 8	Cocoa	9', 12'
SO 9	Dusty Rose	9', 12'
SO 10	Cherry Red	9', 12'
SO 11	Mellow Gold	8', 12'
SO 12	Moonlight Blue	9', 12'
SO 13	Turquoise	9', 12'
SO 15	Sandal Wood	9', 12'

A lush, cut pile carpet enhanced in beauty by the brilliance of crisp, crystal clear color. A fashionable foundation for Modern or Traditional decorating.



PLANTATION

SIZE

PRICE

27" x 54"	\$
9' x 6'	\$
9' x 7 ⁶	\$
9' x 10 ⁶	\$
9' x 12'	\$
9' x 13 ⁶	\$
9' x 15'	\$
9' x 18'	\$
9' x 21'	\$
12' x 10 ⁶	\$
12' x 12'	\$

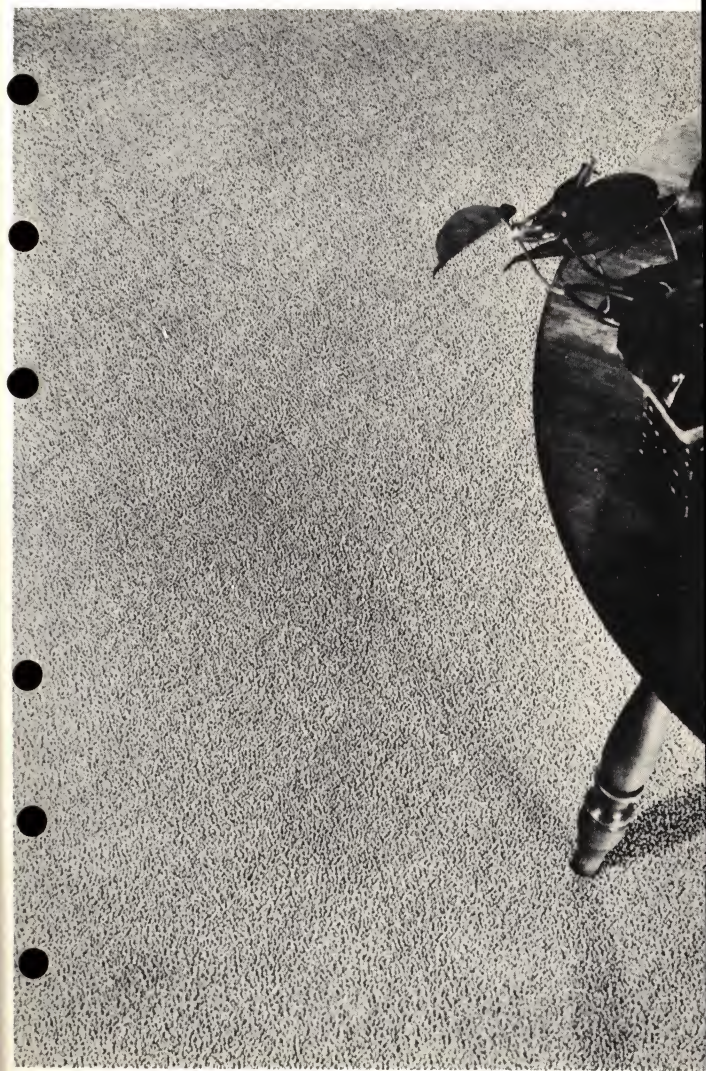
PLANTATION

PLANTATION

SIZE

PRICE

12' x 13 ⁶	\$
12' x 15'	\$
12' x 18'	\$
12' x 21'	\$
15' x 13 ⁶	\$
15' x 15'	\$
15' x 18'	\$
15' x 21'	\$



- ☆ A popular nubby texture carpet enhanced in beauty by the brilliance of crisp, crystal-clear color.
- ☆ Surface is constructed of heavy 6-ply yarn, spun from choice long staple cotton.
- ☆ Luxurious and long wearing, Plantation offers outstanding economy and value at remarkably low price.
- ☆ Sturdy all-cotton back is skillfully coated with heavy rubber latex that:
 - Locks in tufts
 - Eliminates skidding and buckling
 - Permits easy cleaning

PLANTATION

Customade Room-size Rugs
Or 9' and 12' Widths

*PLANTATION (Tufted Cotton)

<i>Pattern</i>	<i>Color</i>	<i>Size</i>
PL 1	Sky Grey	9', 12'
PL 2	Stone Grey	9', 12'
PL 3	Foam Green	9', 12'
PL 4	Jade Green	9', 12'
PL 5	Hunter Green	9', 12'
PL 6	Pastel Beige	9', 12'
PL 7	Wheat Tan	9', 12'
PL 8	Cocoa	9', 12'
PL 9	Dusty Rose	9', 12'
PL 10	Cherry Red	9', 12'
PL 11	Mellow Gold	9', 12'
PL 12	Moonlight Blue	9', 12'
PL 13	Turquoise	9', 12'
PL 14	Ivory White	9', 12'
PL 15	Sandal Wood	9', 12'

A popular nubby texture carpet enhanced in beauty by the brilliance of crisp, crystal clear colors. A fashionable foundation for Modern or Traditional decorating.



CARPET CUSHION

SIZE

PRICE

27" x 54"	\$
9' x 6'	\$
9' x 7 ⁶	\$
9' x 10 ⁶	\$
9' x 12'	\$
9' x 13 ⁶	\$
9' x 15'	\$
9' x 18'	\$
9' x 21'	\$
12' x 10 ⁶	\$
12' x 12'	\$

CARPET CUSHION

SIZE

PRICE

12' x 13 ⁶	\$
12' x 15'	\$
12' x 18'	\$
12' x 21'	\$
15' x 13 ⁶	\$
15' x 15'	\$
15' x 18'	\$
15' x 21'	\$

MOHAWK FOAMTRED

(Carpet Cushion)

Widths of 25", 27", 36", 9', 12'

Luxurious foamed latex and shock absorbing fibers.

Tell your customers!

- Foamtred is the finest carpet cushion made. Foamtred was developed by a leading carpet manufacturer to specific carpet requirements.
- Foamtred is *Carpet Insurance* . . . wear protection that more than doubles the life of carpet.
- Foamtred adds deep pile luxury to all carpet.
- Foamtred is non-skid. Its luxurious foamed latex grips the floor — but does not stick or stain.
- The resilient blended fibers are especially selected for their shock absorbing qualities that disperse the effect of footsteps over a wide area.
- Functional quilted foamed rubber latex "breathes" and allows air to circulate under the cushion, hence the possibility of odor or mildew are eliminated.
- Foamtred is mothproof and non-allergenic.

WORKROOM NOTE: Foamtred should be installed with the foamed latex side facing the floor. This provides a non-skid advantage without staining or sticking to the floor. The felt side enables easy installation of heavy carpet.

MOHAWK FOAMSET

(Carpet Cushion)

Widths of 25", 27", 36", 54", 9', 12'

Resilient foamed rubber and shock absorbing fibers.

- Foamset is manufactured by a leading carpet manufacturer . . . to carpet specifications.
- Foamset is resilient and shock absorbing . . . disperses the effects of footsteps, thereby greatly reducing carpet wear.
- Foamset protects carpet and keeps it new looking.
- Foamset is popularly priced.
- Resilient foamed rubber latex grips the floor . . . but does not stick or stain.
- Functional quilted foamed rubber "breathes" and allows air to circulate under the cushion,

hence the possibility of odor or mildew are eliminated.

- Foamset is mothproof and non-allergenic.

WORKROOM NOTE: Foamset should be installed with the foamed rubber side facing the floor. This provides a non-skid grip without staining or sticking to the floor. The shock absorbing fibers permit easy installation of heavy carpets.

MOHAWK CHIEFTAIN

(Carpet Cushion)

WEIGHT: 32 oz., 40 oz., 48 oz. and 86 oz.

WIDTH: 25", 27", 36", 54", 9' and 12'

Resilient, shock-absorbing — All hair.

- Chieftain is made by a leading carpet manufacturer . . . to carpet specifications.
- Chieftain adds luxurious comfort to all carpet.
- Chieftain is reinforced with strong burlap interliner for additional durability.
- Chieftain is low in price — high in value and quality.
- Chieftain carpet cushion doubles the life of carpet.
- Chieftain is mothproof, mildew proof, odorless and non-allergenic.

MOHAWK CARPET CUSHION

WEIGHT: 32 oz., 40 oz., 48 oz.

WIDTH: 25", 27", 36", 54", 9', and 12'

Resilient, shock absorbing hair and fiber.

- Mohawk Carpet Cushion is entirely new! Special waffle design adds body, gives better grip.
- Mohawk Carpet Cushion adds luxury and comfort to all carpet.
- Mohawk Carpet Cushion has greater tensile strength. Won't stretch or pull apart. Easy to work with.
- Mohawk Carpet Cushion is uniform in thickness and quality.
- Mohawk Carpet Cushion features a resilient blend of hair and fiber to add years to carpet life.
- Mohawk Carpet Cushion is made by carpet men to carpet specifications.
- Mohawk Carpet Cushion is low in price — built for value!



